## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

Art Unit 3625

Davis et al.

Confirmation No. 5321

24.10 0.41

Application No.: 09/502,542

Filed: February 10, 2000

For:

METHOD AND SYSTEM FOR

FACILITATING ON-LINE SHOPPING

VIA ELECTRONIC FILING

Examiner: M. Fadok Date: September 10, 2007

## INFORMATION DISCLOSURE STATEMENT

COMMISSIONER FOR PATENTS

P.O. Box 1450

Alexandria, VA 22313-1450

Applicants submit herewith information of which they are aware, and which they believe may be material to the examination of the application and in respect of which there may be a duty to disclose in accordance with 37 C.F.R. § 1.56. The information is listed on the attached Form PTO-1449 and copies of the non-patent publications and attached.

The submission of information on the attached Form PTO-1449 is not intended as an admission that any such information constitutes prior art against the claims of the application under examination. Applicants do not waive any right to take any appropriate action to antedate or otherwise remove any information from the attached Form PTO-1449.

No fee is required since this document is being submitted with a Request for Continued Examination.

If a fee is required, please charge to Deposit Account No. 50-1071 any fees that may be required for considering this Information Disclosure Statement under 37 C.F.R. § 1.17(p).

Date: September 10, 2007

Respectfully submitted,
DIGIMARC CORPORATION

CUSTOMER NUMBER 23735

Phone: 503-469-4800 FAX 503-469-4777

William V. Oct.

Registration No. 31,943

INFORMATION DISCLOSURE STATEMENT Docket: 60109 Ser. No.: 09/502,542

Applicant: Davis et al.

Filed: February 10, 2000 Group: 3625

		US Patent D	ocuments		
Ex'r Initial	Number	Date	Inventor	Class	
/MF/	5612868 ME/	3/18/97	Off et al.		
/MF/	5642485	6/24/97	Deaton et al.		
/MF/	5848399	12/8/98	Burke		
/MF/	5950173	9/7/99	Perkowski		
/MF/	6055513	4/25/00	Katz et al.		
/MF/	6129274	10/10/00	Suzuki		
/MBAF/	6189790	2/20/01	Walter		
/MF/	6263978	5/22/01	Tuzhilin		
/MF/	6311214	10/30/01	Rhoads		
/MF/	6343274	1/29/02	McCollom et al.		
/MF/	6415262	7/2/02	Walker et al.		
/MF/	6925444	8/2/05	McCollom et al.		
/MF/	7143055	11/28/06	Perkowski		
	Foreign Patent Documents				
Ex'r Initial	Number	Date	Country	Class	
	Other References				
Ex'r Initial	'r Initial Cite				
/MF/	Degeratu et al, Consumer Choice Behavior in Online and Traditional Supermarkets Business Research Working Paper 3-1999, Penn State, 47 pp. 2000.				
/MF/	Evans, Getting Real About Virtual Commerce, Harvard Business Review, Nov-Dec 1999.				
/MF/	Kania, Peas in a Pod - Behind Personalization, clickz.com, April 20, 1999.				

Examiner Signature: /Mark Fadok/ (04/12/2008)	Date Considered:		
*Evaminer: Initial if considered, whether or not in conformance with MPEP 600: draw line through cite if			

\*Examiner: Initial if considered, whether or not in conformance with MPEP 609; draw line through cite if not in conformance and not considered. Include copy of this form with next communication to applicant.